

ABSTRACT OF THE DISCLOSURE

A Customer Relationship Management (CRM) system that incorporates predictive models. The system is used by business users who are unfamiliar with the art of data mining. The predictive model, which is constructed by a model-building mechanism in a data mining subsystem, accepts the appropriate input attributes, performs calculations against a segment comprised of records, and generates an output attribute.

EL540749952US  
"Express Mail" mailing label number  
Date of Deposit JUNE 30, 2000  
I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to:  
Assistant Commissioner for Patents, Washington, D.C. 20231.  
SWNE MCLEARY  
(printed name)  
Arvin McLeary  
(Signature)